

Valentine's

FUN FACTS

TOP PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
JEWELRY	\$7.0 BILLION	25%
EVENING OUT	\$6.3 BILLION	39%
FLOWERS	\$3.1 BILLION	41%

U.S. VALENTINE'S DAY SPENDING



55%

Consumers in the U.S. plan to celebrate Valentine's Day.



41%

Of people plan to purchase greeting cards.



\$199.78

Average per person spending, up from \$188.81 in 2025.



VALENTINE

Four states, including Arizona, Nebraska, Texas and Virginia, have cities named Valentine.



56%

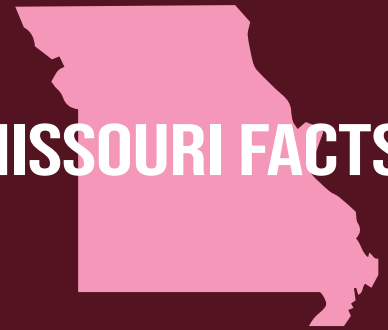
Of people plan to purchase candy.



\$29.1 BILLION

Record-high spending predicted in the U.S. for 2026.

MISSOURI FACTS



51

The estimated number of Sugar and Confectionery Manufacturers in Missouri in the 1st quarter of 2025.



#1

Teachers receive the most Valentine's Day cards each year, followed by children, mothers, and wives.



\$937 THOUSAND

in fresh cut flowers imported through November 2025. Canada and Ecuador were top countries from where Missouri imported flowers.



\$7.8 MILLION

Worth of chocolate exported to other countries from Missouri through November 2025.



Hallmark Cards is the No. 1 greeting card manufacturer in the United States and is headquartered in Kansas City, Missouri.

Sources:

<https://nrf.com/research-insights/holiday-data-and-trends/valentines-day>
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